

Study on Advertising Industry

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Abstract: Advertising is an essential aspect of life. Nowadays advertising plays an important role in everyone's life. Advertising has the power to influence people about different perceptions. The primary goal of advertising is to increase the visibility and awareness of a product or service, attract and engage potential customers, and ultimately drive sales or other desired outcomes. Because of advertising people come to know about the scenarios of what is going on in the World. Which includes traditional media (TV, print, radio) and digital media (Online, mobile, social media). Also animation is one of the trending advertising industries. The animation industry refers to the production of animated media such as films, television shows, and video games. Animation involves the use of sequential drawings, computer graphics, or a combination of both to create the illusion of movement and bring characters and stories to life. The project is on the topic "To detail study on Advertising and animation Industry". The motive behind this project is to know awareness about advertising in society. What is the biggest challenge facing the advertising industry? How much advertising is important for business? How much does the advertising industry contribute to society? Do people get influenced by advertising or do they make a purchase based on an advertisement they saw? The data acquired through primary and secondary resources. The primary source data is responses collected from the general public through questionnaires. The secondary source of data gathered in the form of literature survey, journals, internet, Google form, Microsoft word, docs etc. tools are used.

Keywords: Advertising.

I. INTRODUCTION

Meaning

The word advertising comes from the latin word "advertere" meaning " to turn the minds of towards". Advertising is a form of marketing communication that aims to promote or sell a product, service, or idea to a target audience. Advertising uses various media channels such as television, radio, print, outdoor billboards, online platforms, and social media to communicate a message to a large audience.



The main purpose of advertising is to create awareness and generate interest in a product or service, persuade potential customers to try or purchase the product, and ultimately increase sales and revenue for the business.

Definition

The American Marketing Association has defined advertising as “any paid form of nonpersonal presentation of ideas, goods and services by an identified sponsor”.

According to Webstar, “Advertising is to give public notice or to announce publicity”.

According to Gardner, “Advertising is the means of mass selling that has grown up parallel with and has been made necessary to mass production”.

According to Philip Kotler, Marketing management is the art and science of choosing target markets and getting, keeping and growing customers through creating , delivering ,and communicating superior customer value ”.

Role of advertising in marketing mix

The four key components of marketing, known as the 4Ps (Product, Pricing, Promotion, and Place), make up the marketing mix. There are additional elements, including packaging, positioning, and pace, in addition to the standard 4 Ps. Promotion includes advertising as a component. Yet, it has an impact on the other elements of the marketing mix in addition to helping to promote the product. Following is an explanation for this:



Advertising and Product: A product usually consists of a number of tangible components, including its quality, shape, size, colour, and other attributes. The item can be of really high quality. Sometimes the product's design necessitates careful handling and use. The numerous features of the product must be explained to and understood by the purchasers. Advertising is an efficient way to achieve this. Advertising serves as both a tool for education and information.

Pricing and Advertising: The product's exchange value is reflected in the price. A marketer might release a product of exceptional quality with more features than competitors. The cost would definitely be considerable in this scenario. But, consumers might not be eager to pay a price that is obviously high. Now for the advertisement. Advertising has the power to persuade consumers of a brand's excellence and, consequently, it's worth. This can be accomplished by connecting the product with famous individuals, events, or circumstances. In contrast, when a company sells low-cost goods, the task of advertising must emphasise the cost advantage through aggressive text. It is preferable to persuade the customer rather than simply convincing them.

Advertising and Place: Place refers to actual distribution and the shops where the products are sold. A marketer should ensure that the products are offered at a convenient location and at the precise moment that the customers require them. Advertising is crucial for enabling efficient market expansion and distribution. Advertising hence aids in efficient distribution and market growth.

Advertising and promotion: Publicity, personal selling, advertising, and other forms of promotion are all included in advertising. Today's businessmen must deal with strong competition. Every seller needs efficient promotion to survive in this competitive business environment. To support a seller's claim and reject a competitor's claim, advertising can be quite effective. Sellers can fight competition and promote brand image and brand loyalty through good advertising.

Types of Advertising

Radio advertising

One of our primary advertising mediums today is radio. It has a very broad audience coverage in both urban and rural locations. Today, practically every family in our nation owns a radio. The first commercial service on "Vividh Bharati" launched radio advertising in India in 1967. Delhi, Bombay, Madras, Calcutta, Poona, Nagpur, and Bangalore stations, among others, of All-India Radio currently carry commercial content. The popularity of Ceylon Radio Commercial Broadcasting is widespread in the nation. A significant source of income is commercial broadcasting. Due to a greater-than-expected demand, radio advertising is now very common in both trade and industry. As "word of mouth marketing on a large scale," radio advertising can be characterised. Delivering the message is the advertiser.



Internet advertising

For around 30 years, the Internet has been growing. It originally started in the United States in the early 1960s when the US Department of Defense saw it as a way to connect researchers and military locations across the nation to supercomputers. The Internet remained a relatively obscure network of connected computers until the 1990s, used mostly by academics, military researchers, and scientists to send and receive email, move files, and locate or retrieve data from databases. The internet, which is currently the medium with the greatest rate of growth in human history, presents incredible prospects for a variety of people in both business and advertising.



Television advertising

The best-selling media ever created, according to legend, is television advertising today. It offers an unmatched potential for advertising impact compared to other media. It is more effective media than radio since it allows for actual actions to take place in the prospects' homes. Because of this, television advertising has steadily displaced radio advertising. On January 1st, 1976, commercial television advertising was launched in India using the format of All India Radio. Hence, television is a relatively new medium for advertising in India. In India, it is sometimes referred to as "Doordarshan ". Television fully utilises sight, sound, and motion to maximise audience effect.



Press advertising

Press advertising's most common and efficient form of publicity today is press advertising. Today's population now incorporates it into their political and cultural lives. Press, sometimes known as print, is a term used to describe a variety of privately owned vehicles that are capable of publishing advertisements for target consumers to read. These media are heavily utilised by businesses in India, where they represent close to 70% of all advertising media spending.



Importance of study

Advertising is all about understanding the behaviour and preferences of the target audience. By studying the advertising industry, one can gain insights into the ways in which consumers respond to different types of advertising messages, and how these messages influence their purchasing decisions. The advertising industry is closely linked to marketing, and a detailed study of the advertising industry can provide valuable insights into the different marketing strategies that are used by businesses to reach their target audience. This can be particularly useful for aspiring marketers who want to develop effective marketing campaigns. The advertising industry is constantly evolving, with new technologies, platforms, and strategies emerging all the time. By studying the advertising industry, one can stay up to date with the latest trends and developments, and use this knowledge to stay ahead of the competition. Understanding the impact of advertising on society: Advertising plays a significant role in shaping societal norms and values, and studying the advertising industry can provide insights into the ways in which advertising messages can influence public opinion and behaviour. This can be particularly relevant for researchers and policymakers who are interested in the social and cultural impact of advertising.

Limitation of study

Limitation in the number of participants who took part in the study.

As the subject was so broad, not all of the components could be used for research.

It has restrictions on price, duration, and place.

Few respondents are not willing to express their opinion on the advertising industry or their impact on society.

Under the presumption that the respondents provided accurate information, this study can be interpreted.

II. CONCLUSION

The advertising industry and animation media have become intertwined in recent years, with animation playing an increasingly important role in advertising campaigns. The use of animation in advertising has become popular due to its ability to grab attention, convey complex ideas, and evoke emotions. Furthermore, animation allows advertisers to create unique and memorable characters that can become part of a brand's identity.

Marketers need to strike a balance between engaging their audience and effectively communicating their brand message. Also, they must make sure that no one is offended or disturbed by their animation and that it is suitable for their intended audience.

The advertising business, which is dynamic and constantly changing, has a big impact on how consumers behave and how the economy grows. Businesses and brands can effectively communicate their message to a wider audience by using a variety of advertising mediums and strategies.

The advertising sector is still evolving and expanding. New platforms and technologies are continuously being developed, giving advertisers fresh chances to contact customers in unique and interesting ways

As the industry continues to evolve, it will be interesting to see how advertisers adapt and innovate to meet the changing needs and preferences of consumers.

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